



WDAF-TV

# Revision ORDER

Print Date 09/07/12 Page 1 of 4

Flight Dates 09/06/12-09/10/12

Contract / Revision 573002 /

Product JAY NIXON 4 GOVERNOR

Order Sep 00:15:00

Estimate #

Alt Order # 09811426

Original Date / Revision  
09/07/12 09/07/12

Agency Com 15%

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Advertiser Nixon, Jay/D/MO/Governor

1600 Locust Street  
Philadelphia, PA 19103

Demographic A35+

Rev Codes SP-POL PLC GEN

Product Codes PL1Eb

Priority 1

Advertiser Ref

Agency Campaign Group

Buying Contact

Sales Office DC-M

Sales Region NAT

Agency Ref

1600 Locust Street  
Philadelphia, PA 19103Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 79300

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	19825
KCWE	%	0
KMBC	25%	19825
KMCI	%	0
KPXE	%	0
KSHB	25%	19825
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$16,851.25	\$19,825.00	0.00	08/27/12	09/10/12	27	\$16,851.25	\$19,825.00
Totals	27	\$16,851.25	\$19,825.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	09/06/12	09/07/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---TF--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---TF--			1		\$750.00		0.00				
2	4	09/10/12	09/10/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$750.00		0.00				
3	4	09/06/12	09/07/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---TF--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---TF--			1		\$750.00		0.00				





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Contract / Revision **573002** Flight Dates **09/06/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser **Nixon, Jay/D/MO/Governor** Product **JAY NIXON 4 GOVERNOR** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
14	4	09/06/12	09/07/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---TF--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					1	\$450.00		0.00			
15	4	09/10/12	09/10/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$450.00		0.00			
16	4	09/06/12	09/07/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---TF--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					1	\$450.00		0.00			
17	4	09/10/12	09/10/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$450.00		0.00			
18	4	09/06/12	09/07/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					1	\$600.00		0.00			
19	4	09/10/12	09/10/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$600.00		0.00			
22	4	09/06/12	09/07/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---TF--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					1	\$750.00		0.00			
23	4	09/10/12	09/10/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$750.00		0.00			
24	4	09/09/12	09/09/12	Home Team Game Chiefs Football on FOX	CM-All	12p-CC	-----S	:30	1	\$7,000.00	2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$7,000.00		0.00			
N 25	4	09/10/12	09/10/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$450.00		0.00			
N 26	4	09/10/12	09/10/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$225.00		0.00			



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**573002**

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**00:15:00**

Advertiser

**Nixon, Jay/D/MO/Governor**

Product

**JAY NIXON 4 GOVERNOR**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals Amount	
														Totals	27	\$19,825.00